



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 850923

Schedule Dates 08/27/12-09/02/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Rachael,Beale
Phone/Fax (573) 651-0964 /
CPE 11674
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 08/24/12
Last Modified 08/24/12
Entered By Bridget Hurst
CO-OP No
Headline # 8/27-9/2
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,396.25
Net Total \$30,578.75
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Sep. 2012	41	\$35,975.00
Grand Total:	41	\$35,975.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/29/12-08/29/12	3	:30	48386- News @ 5am				1					1	\$175.00	\$175.00	St. Louis (KMOV) (KMOV)		8/24/12
2.0	Normal Line / SPOT	08/27/12-08/31/12	3	:30	20015- News @ 6am M-F		1	1	1	1	1			5	\$300.00	\$1,500.00	St. Louis (KMOV) (KMOV)		8/24/12
3.0	Normal Line / SPOT	08/27/12-08/31/12	3	:30	131968- CBS This Morning		1	1	1	1	1			5	\$200.00	\$1,000.00	St. Louis (KMOV) (KMOV)		8/24/12
4.0	Normal Line / SPOT	09/02/12-09/02/12	3	:30	20132- CBS Sunday Morning								1	1	\$650.00	\$650.00	St. Louis (KMOV) (KMOV)		8/24/12
5.0	Normal Line / SPOT	08/28/12-08/31/12	3	:30	20022- Price is Right			1			1			2	\$350.00	\$700.00	St. Louis (KMOV) (KMOV)		8/24/12
6.0	Normal Line / SPOT	08/29/12-08/29/12	3	:30	20023- News @ 12noon M-F				1					1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		8/24/12
7.0	Normal Line / SPOT	08/30/12-08/30/12	3	:30	20024- Bold & The Beautiful					1				1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)		8/24/12
8.0	Normal Line / SPOT	08/27/12-08/27/12	3	:30	28663- Dr. Phil		1							1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		8/24/12
9.0	Normal Line / SPOT	08/31/12-08/31/12	3	:30	20029- Young and the Restless						1			1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		8/24/12
10.0	Normal Line / SPOT	08/28/12-08/30/12	3	:30	20054- News @ 5pm M-F			1		1				2	\$800.00	\$1,600.00	St. Louis (KMOV) (KMOV)		8/24/12
11.0	Normal Line / SPOT	08/27/12-08/31/12	3	:30	20055- News @ 6pm M-F		1		1		1			3	\$800.00	\$2,400.00	St. Louis (KMOV) (KMOV)		8/24/12
12.0	Normal Line / SPOT	08/27/12-08/31/12	3	:30	20053- Entertainment Tonight		1	1	1	1	1			5	\$1,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		8/24/12
13.0	Normal Line / SPOT	08/27/12-08/27/12	3	:30	6:57P- 8P (CT)		1							1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		8/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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14.0	Normal Line / SPOT	08/28/12-08/28/12	3	:30	42783- NCIS			1						1	\$2,500.00	\$2,500.00	St. Louis (KMOV) (KMOV)		8/24/12
15.0	Normal Line / SPOT	08/30/12-08/30/12	3	:30	6:57P- 8P (CT)					1				1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)		8/24/12
16.0	Normal Line / SPOT	08/31/12-08/31/12	3	:30	54263- CSI: NY						1			1	\$3,000.00	\$3,000.00	St. Louis (KMOV) (KMOV)		8/24/12
17.0	Normal Line / SPOT	08/27/12-08/31/12	3	:30	20062- News @ 10pm M-F		1	1	1	1	1			5	\$1,700.00	\$8,500.00	St. Louis (KMOV) (KMOV)		8/24/12
18.0	Normal Line / SPOT	08/27/12-08/29/12	3	:30	20063- Late Show with David Letterman		1		1					2	\$450.00	\$900.00	St. Louis (KMOV) (KMOV)		8/24/12
19.0	Normal Line / SPOT	08/28/12-08/30/12	3	:30	20027- Inside Edition			1		1				2	\$225.00	\$450.00	St. Louis (KMOV) (KMOV)		8/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: